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Goa Has Got It Going On... An Emerging Market Not To Miss

Report Categories:

Market Development Reports

Food Service - Hotel Restaurant Institutional

Retail Foods

Food Processing Ingredients

Promotion Opportunities

Snack Foods

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Report Highlights:

Goa is a dynamic destination on India's coastline that is a growing marketplace for food, beverage and agricultural products. With a high average disposable income, a booming middle class, growing domestic and international tourists, Goa holds potential for imported U.S. products for the food service and retail sectors. Food promotions and festivals seem the most popular way to familiarize Goan residents and visitors with international cuisine, novel ingredients, and foreign brands.

General Information:

FAS India offices are exploring the market prospects for imported food, beverage, and agricultural products in a number of emerging “city” markets across India. This report is a snapshot of the current market situation and best prospects in the select city market for food service/hospitality, retail, food and beverage e-commerce, and food processing. For additional information, please consider reviewing these additional reports:

IN3116: [The 31 Cities in India – A Food and Drink Exporter Guide](#) dated Oct. 10, 2013

IN5020: [Emerging Growth Market...Bangalore](#) dated February 20, 2015

IN5060: [Ahmedabad... Third Fastest Growing City of the Decade](#) dated May 7, 2015

IN5090: [Pune...Fastest Growing City of India](#) dated July 13, 2015

IN6036: [Emerging Growth Market – Chandigarh](#) dated March 2, 2016

IN6073: [Indore and Bhopal...Emerging Cities in the Heart of India](#) dated June 1, 2016

Introduction

Located on the western coast of India along the Arabian Sea, Goa is popular for its beaches and old world culture. It is often a holiday destination for Indian and international tourists and has an emerging business climate for hosting meetings, conferences, exhibitions (i.e., MICE travel) and weddings. It is bordered by Maharashtra to the north and Karnataka to the east and south. It was governed by Portuguese rule until 1961 and was part of the Union Territories of Goa, Daman and Diu until May 30, 1987 when it was carved out into a separate state. Goa is divided into two districts: North Goa and South Goa. Panaji, the state capital, is widely known by its former Portuguese name “Panjim” and is located in the center of the state.

Although still relatively small by Indian standards, the population of Goa has grown to 1.4 million in 2011. Sixty two percent of the population is considered “urban”. In Indian fiscal year 2013/14, Goa enjoyed an annual per capita income of INR 224,138 (approx. \$3,396) which is nearly a 12 percent increase from the previous year (Source: Department of Planning, Statistics & Evaluation, Government of Goa). According to a report published by the National Sample Survey Office in June 2014 (NSS 68th Round), total per capita annual consumer expenditure by local residents in Goa on food items in 2012 was INR 31,452 (approx. \$477).

Goa has a number of educational institutions such as Goa University, Goa Medical College, the National Institute of Oceanography, Xavier Centre for Historical Research, two catering and culinary colleges and several other higher-learning centers. Goa also has many multinational companies with offices in the state covering various sectors like fisheries, pharmaceuticals, information technology, tourism and hospitality.

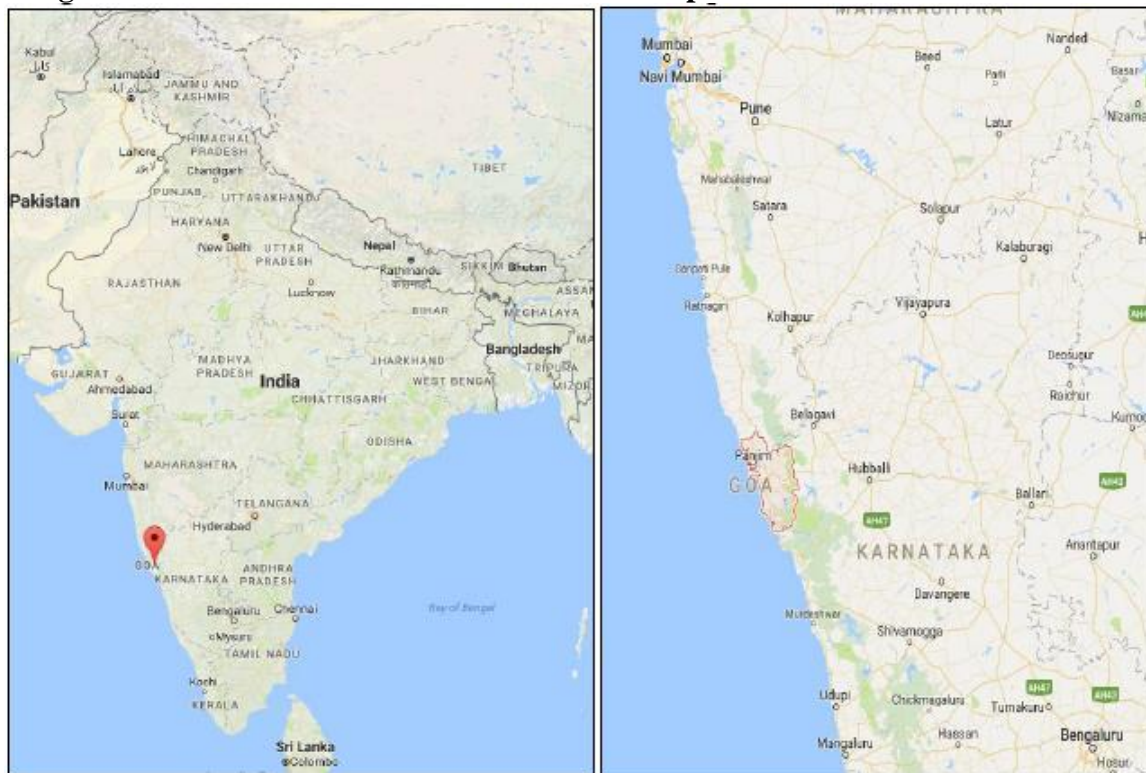
According to the 2015/16 Goa Economic Survey, the Goa Investment Promotion Board granted approvals for 33 new industrial units, 15 new hospitality projects, 18 expansion projects for existing industrial units, 2 projects for educational institutions and marinas and 1 for entertainment as part of the 2014 Goa Investment Policy. These projects were worth INR 71 billion (approx. \$1.7 billion) and are expected to generate 14,000 jobs. The investment proposals are spread across Goa in various sectors like pharmaceuticals, electronics, hospitality, agro-tourism, ship building, brewery development and

more.

Goa witnessed its highest number of tourist arrivals in 2015 with almost 30 percent year-on-year growth. Out of the [5.3 million registered tourist arrivals](#) (almost 14,500 people per day), 4.8 million were tourists from domestic locations and 540,000 were from international locations. According to the Travel and Tourism Association of Goa, foreign tourists are mostly from the United Kingdom and Russia, followed by Switzerland, Poland and Scandinavia. The most popularly visited place is the Church of Bom Jesus in Old Goa which contains the remains of St. Francis Xavier and is a UNESCO World Heritage Site. In addition, sources indicate that Goa is increasingly popular for medical tourism.

Road transport in Goa has expanded to support developmental activities in agriculture, commerce, education and health. Goa has only one major sea port at Marmagao as well as an international airport handling customs clearance. See Trade Tables 4 to 7 at the end of this report. Sea cargo handled by the port for the year 2015/16 was recorded at 20.78 million metric tons (MMT) of which imports were recorded at 5.41 MMT. The number goes up considerably when forestry and fishery products are included. Goa has one airport that caters to both domestic and international flights. A limited volume of food and agricultural products passes through the airport. Goa is well connected with metro cities: Mumbai, Bangalore, Hyderabad, Delhi, Chennai and Kolkata. Goa also has two major railway stations: Margao and Vasco da Gama both located in the southern area of the state. In 2015, according to Indian Customs, the total value of imported, international agricultural, fishery and forestry products was U.S. \$75 million while in 2014 the value was just over U.S. \$51 million.

Image 1. India: Location of Goa on the Indian Map



Goa is very rich in its culture and traditions and English is widely spoken by the local population.

Tourism remains the driving force for Goan economic growth. In addition, with foreign investment in industrial sectors, the expat population is on the rise. Too, according to a recent Times of India newspaper article, Goa attracts the largest number of migrants into the state from the Indian states of Karnataka, Uttar Pradesh, and Maharashtra. These migrants are semi-skilled workers who earn a living within the tourism, real estate and industrial sectors. Goa also is home to retired Indian as well as international immigrants who enjoy the slow pace and calm quality of life. Sources suggest, too, that many dabble in the restaurant sector and/or own guest houses. According to an assessment by the Goa State Government about one-third of the population is of migrant settlers but the number is expected to climb and the migrant population will outnumber local, native Goans by 2021.

With growth in arrivals of domestic and international tourists and migrants, the State has seen a rise in consumption of international foods and beverages. All global cuisines and styles; Italian, Chinese, Mexican, American, Asian fusion, as well as coffee houses and bars are easily found. Goa has also seen a rise in the number of retail supermarkets and hypermarkets. Much of the local food culture retains influence from Portuguese cuisine. Popular dishes include Balchao (fish in spicy, red sauce), Xacuti (meat or chicken cooked with coconut), Vindaloo (spicy curry), Sorpatel (spicy pork soup), Reichado (fish stuffed with spicy sauce) and Bebinca (sweet cake made from coconut pancakes).

Table 1. India: Average Duration of Goa Tourist Stays

Domestic	5 days
Foreign	9 days
Charter tourists	14 days
Resident tourists	+4 months

Source: Government of Goa – Department of Tourism and trade contact

Sector Analysis

Retail

Best retail product prospects: breakfast cereals; sauces and salad dressings; biscotti; shortbread biscuits; snack foods; health bars; bran; confectionery items; pastas and noodles; popcorn; meats; poultry; cold cuts; cheeses; exotic fruits (avocados, kiwis); exotic vegetables (broccoli, lettuce, celery); tree nuts (almonds; walnuts; pistachios); juices; alcoholic beverages (beer, wine and spirits). Source: Trade contacts

According to trade contacts, the organized retail market in Goa is growing at 20 percent with food retail growing nationally at 18 percent. Retailers see huge market potential for imported food products. Food tastes of the local population have evolved and trade sources report a change in consumption patterns from traditional local products to imported and healthy products.

Most retailers see a footfall of about 1,500 people per day depending on the location of their store. Retail food stores in the city carry a wide range of foods and beverages including a growing gourmet section. Sources report the majority of sales (60 to 70 percent) are on food items and the balance is on non-food. On average, imported food products contribute between 15 to 30 percent of sales. Depending on the location of the store and geographic area dynamics, alcohol sales at retail stores can

contribute 12 to 15 percent of sales.

A retail contact indicated to FAS staff that sales of frozen food items in his store have grown by 18 percent year-on-year. Consumers are looking for convenience as well as hygienic/safe products and are willing to spend on them. According to the source, for frozen food items, McCain Foods is the leading international brand while Venky's is the leading local brand that has significant demand by Goa consumers.

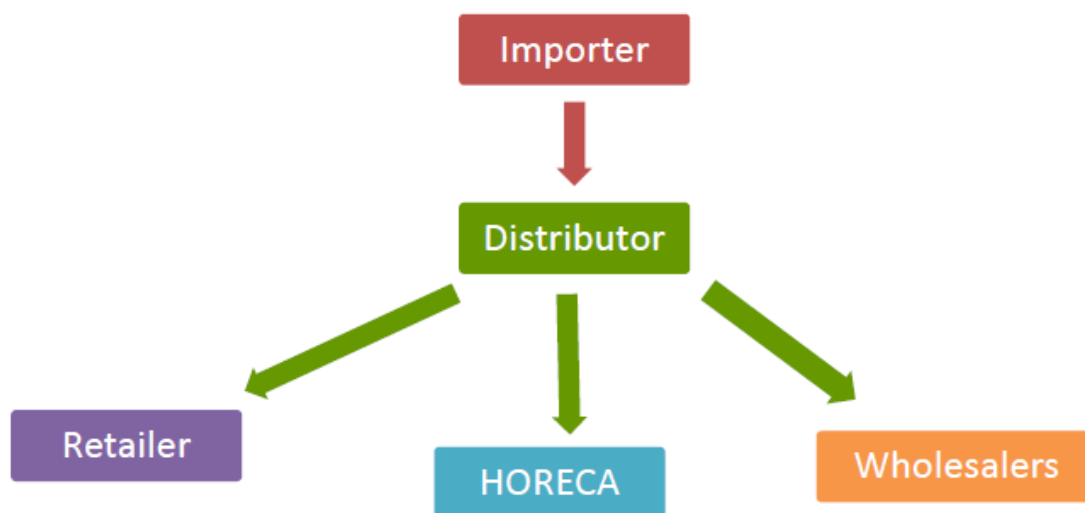
Table 2. India: Major retailers in Goa

Retailer	Format	No. of Outlets in Goa
Magsons	6 convenience stores and 5 supermarkets	10 + 1 franchise store
Borkars	supermarket	7
AJ	supermarket	3
Newtons	supermarket	2
Delfinos Hymart	supermarket	2

Source: Post Analysis and retailers website

Typically, most imported food products are transshipped to Goa through Mumbai, Delhi, Bangalore and Chennai by the truckload (dry and reefer) every 3 days. Some high-value and perishable food products are air freighted to the airport. Imports of U.S. agricultural food products to Goa doubled in 2015 to \$20.6 million (see tables 4 and 5 for product details) compared to 2014.

Graph 1. India. Distribution Structure for Trade Supply in Goa



Goans enjoy convenient payment terms while grocery shopping. Many local grocery stores provide 30 day credit and credit cards are accepted widely. Another retailer in the city has loyalty schemes where they send SMS notifications to their customers on prices for popular items like fish and staples. Major retailers believe that consumers are getting educated about shopping in well-maintained stores and enjoy the comfort of shopping in air conditioned environments.

Image 1. India. Shelf Display at Selected Prominent Retail Stores



Demand for imported food products is on the rise as most tourists staying in Goa for anything more than a short duration are willing to pay the extra price to satisfy their tastes to get a familiar and well-known international brand. Also, a large number of families in Goa have relatives working abroad. When visiting or returning home to Goa these consumers demand meats, wines, sauces, etc. that they have come across during their travels.

Alcoholic beverages (beer, wine, and spirits) are sold tax-free in Goa. A large selection of imported wines and spirits from South Africa, Chile, Italy, Spain, United Kingdom, and Australia are available on retail shelves.

U.S. suppliers of fresh and processed products, branded foods, health foods, and convenience foods are likely to find the best opportunities.

Hotels, Restaurants, and Institutions

Best HRI product prospects: poultry; red meats; cheeses; olive oil; pastas; bread and specialty flours; exotic fruits and vegetables (broccoli, lettuce, spinach, celery; radish; asparagus, berries); tree nuts (almonds and walnuts); salad dressings; sauces (chipotle, habanero and adobo); condiments (pickles, gherkins, olives and jalapenos) and spreads. Source: Trade contacts

Tourism is the mainstay of Goa's economy. In 2015, the State received the Pacific Area Travel Writers Association (PATWA) Award for best wedding and honeymoon destination at the ITB Berlin trade show. Goa is broadly divided into two regions, i.e. South Goa and North Goa. Most of the five star/luxury hotels that cater to tourists with high disposable incomes from both domestic and international locations and who are visiting Goa for a relaxing holiday are located in South Goa. Some hotel brands with properties in South Goa include: Hyatt, Marriott, Leela, Taj, and The Lalit. The hotels have restaurants that cater to on premise western as well as Indian cuisine though there are some standalone upscale restaurants in the region. North Goa, on the other hand, comprises midmarket as well as budget hotels and hostels that supply guests with beach fun, night life, casinos and street food and a few standalone restaurants. A few five/star and luxury international hotels (e.g., Hilton) are present in North Goa.

Table 3. India. Number of Hotels in Goa in 2015

No. of Hotels	No. of Hotel Rooms
2,777	26,859
No. of Starred Hotels	No. of Starred Hotel Rooms
49	4,519

Source: Government of Goa – Department of Tourism

Goa hotels host many corporate gatherings/retreats, wedding functions, anniversary parties, alumni reunions, and MICE-style functions which are held at restaurants or in-house banquet halls. Chefs at the hotels are well experienced to meet the tastes of consumers looking for authentic international cuisines (e.g., Italian, Chinese, Japanese, Thai and Mexican).

Most hotels hold international and Indian food festivals at their restaurants as part of their ongoing promotional efforts to increase sales during different times of the year. Popularly seen international food festivals are Italian, Mexican, and Thai festivals although local Goan cuisine festivals are popular. Wine festivals are most popular at hotels. One luxury resort conducts a quarterly “master of wine” class/promotion with wines from Italy and Australia. This hotel reports that they host 40 to 50 guests at each class and the promotion runs fully booked for its duration. The Executive Chef at the hotel reported that they receive huge demand from people returning from the United States on a holiday who crave American “New England” style food.

Image 2. Ambience of a Selected Restaurant in Goa



Photo: Source attributed to and a courtesy from [A Reverie](#)

Menu prices during promotions are around INR 1100 (approx. US\$ 17) for lunch and INR 1300 (approx. US\$ 20) for dinner.

The Italian, Austrian and Portuguese diplomatic missions have hosted events and dinners at one of the luxury hotels in Panaji. Most recently in summer/fall 2016, the USDA India offices conducted a week

long “Great American Food Fiesta” promotion in Goa at multiple venues. This was the first-ever USDA supported food and beverage menu promotion that was held at hotels and restaurants in the State. Ten premium five-star hotels and restaurants developed exclusive menus using U.S.-origin ingredients in line with their menu. The objective of the promotion was to generate awareness of the availability of and highlight the quality of U.S. origin products available in the Indian market like Washington apples, Californian almonds, American cranberries, U.S. pecans, USA dry peas and lentils as well as U.S. dried beans and consumer ready products like BBQ sauces, spices, microwaveable popcorn, tofu, sauces, and many others. A celebrity chef also conducted classes and held an information session where he prepared recipes using the products. According to the event partners, sales at restaurants increased by 67 percent during the promotion and the event yielded almost a 3x return on the investment cost for promotional materials and products supplied by importers and distributors.

Image 3. India. Some Culinary Creations during the Great American Food Fiesta in Goa

(Clockwise from Top-Left: 1) Washington Green and Red Apple Som Tum Salad; 2) Fried Ice Cream with U.S. Pecans, Almonds, and American Origin Syrups; 3) U.S. Peanut Butter Sauce, American Tofu, and Bok Choi; 4) Bhoot Jalakia (i.e., Ghost Pepper) and U.S. Hickory Flavored Barbeque Sauce Chicken Wings)



According to industry contacts, spirits, beers and wines have a huge market opportunity in Goa with the growth of the hospitality and restaurant sector. In addition, according to the Goa Chamber of Commerce, there is huge potential for microbreweries in the State. Goa’s economic survey 2015/16 states that 6 projects have been approved in the alcoholic beverage sector.

Quick service restaurants and coffee houses are on the rise in Goa, too. Many of the brands are Indian

restaurants serving international cuisines like pastas, wraps and burgers. Many international food chains like Dominos, Taco Bell, KFC, Pizza Hut, McDonalds, Starbucks, and Dunkin Donuts are in Panaji and North Goa and often crowded with customers.

Food Processing

Best food processing and ingredient product prospects: cashew nuts, coloring agents; emulsifiers; flavorings; beer ingredients; bulk alcoholic beverages; and spices. Source: Trade contacts

Goa has a rich food culture with over 5000 traditional, ethnic recipes. According to the local Chamber of Commerce and Industry, no food goes to waste in the state as, rather, it is processed and preserved with traditional recipes cultivated by Goan households. Also, per the same source, the average urban consumer spends heavily on bottled drinks, juices, ready-to-cook foods, bakery and confectionary products.

Goa is a net importer of essential food items like cereals and coarse grains, lentils, milk, meat, eggs, fish, fruits and vegetables. The size of the state and the small rural population and number of farmers does not lend itself to pursuing self-sufficiency goals.

The greatest numbers of food manufacturing units in Goa are for seafood and cashew processing. Other food processing units in Goa are for rice, pulses, groundnut/peanut, vegetable, sugarcane and coconut. FAS India staff are aware of several alcoholic beverage firms operating in the state and supplying ingredients for further manufacturing or bulk, finished products that can be bottled in the state have potential.

Cold storage and climate controlled warehousing remain a challenge. Manufacturers also face challenges in sourcing raw materials and packaging.

E-Commerce Snapshot:

Best food and grocery e-commerce product prospects: fresh fruits and vegetables; gourmet foods and beverages, cereals; grains and pulses; biscuits/cookies/snack foods; ready to eat/serve foods; organic foods. Source: Trade contacts

India is at a very nascent stage with e-commerce in the food sector. According to Internet and Mobile Association of India (IAMAI) findings, there were 209 million monthly internet users in urban India as of October 2015, witnessing a growth of 38 percent over the previous year. Mobile internet had a penetration of 276 million users as of October 2015, of which 197 million users were urban. Small cities, defined as having a population greater than 1 million, registered 43.5 million users in October 2015.

E-commerce in the grocery sector is still at a very early stage in Goa and trade sources report that online grocery retail in the state may require a few more years to pick up momentum. There are only a couple of players in the market and cash on delivery remains the most preferred payment method. Currently, there is one retailer who has initiated this sales platform through a business arrangement with a New Delhi based online grocery retailer. This retailer reports fruits, vegetables and snack foods are their highest selling categories. The e-commerce site deliver products to over 140 pin codes in the State, with

an aim to cover the entire State in next 6 months. In addition, a Goa-based online grocery retailer launched its business-to-business platform in early 2016 as a marketplace for suppliers to list their products. This online retailer offers a mobile-based application and reports growth in their business since its inception, with laundry, grocery, fruits and vegetables being the highest selling categories. The online grocery retailer collects payment for the orders from the consumer and pays the suppliers.

Another online grocery retailer, launched in August 2016, operates on an inventory-led model which sources products from local distributors and fresh produce from the local wholesale market and stores the items in their warehouse. After an order is placed, delivery is then done by motorcycle/scooter to consumers.

Sources report that the greatest challenge faced by online grocery retailers in Goa is managing delivery logistics as cities/towns are scattered and routes are not well-known. In addition, sources report that consumer awareness of available products and a lack of marketing budget to promote items online are additional challenges in the sector.

Market Development Activities

Goa hosts a range of trade shows, fairs, festivals and cultural events throughout the year. Most popular are the International Film Festival, Sunburn Festival, and Goa Carnival. Within the business/food sector, most popular are the Goa Food & Hospitality Show and the Food Hospitality World Show (FHW) Goa. FHW focuses on both the Indian food service/hospitality and food ingredients sectors and hosts the Great Indian Culinary Challenge, a chef's competition judged by master chefs of Goa. In addition, the show holds conferences and discussions by leading hoteliers on the trends and challenges faced by the food and hospitality industry. The show is best known for its food technology/equipment.

In August 2016, the California Walnut Commission partnered with the Food Hospitality World show as an ingredients partner, to test market the food business focusing on the hotel and restaurants sector in the State. They organized a cooking demonstration featuring Californian walnuts to create awareness and educate distributors, manufacturers, processors, bakeries, hotels and restaurants, and consumers on the health benefits and versatility of walnuts in Indian sweets and cuisines.

Image 4. India. USDA Staff with Californian Walnut Commission Representatives at the Food Hospitality World Show in Goa



Image 5. India. Traditional Indian Sweets and Health Bars made with Californian Walnut Commission demonstrated at the Food Hospitality World Show in Goa



POST CONTACT AND FURTHER INFORMATION

For further information about Goa and other markets, please contact the following USDA offices in India.

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Production, Supply and Demand Data Statistics :

Table 4. India. Imports of Agricultural, Fishery, and Forestry Products into Goa (via Marmagoa Sea) from the World in Value

HTS	Description	United States Dollars		
		2013	2014	2015
All	Total	36,383,366	51,073,577	75,210,776
440122	Wood In Chips Or Particles, Nonconiferous	29,024,483	41,428,108	54,323,116
151190	Palm Oil, Refined But Not Chem. Modified	-	2,552,075	12,446,387
180500	Cocoa Powder, Not Sweetened	2,489,777	3,252,760	3,590,525
110630	Flour, Meal & Powder Of The Products Of Chapter 8	1,585,833	2,234,078	2,458,287
220830	Whiskies	-	-	493,515
210690	Food Preparations Nesoi	-	357,583	355,603
200290	Tomato Paste Etc, Not Prepared With Vinegar	107,149	579,614	268,444
292320	Lecithins And Other Phosphoaminolipids	105,116	114,912	164,134
940600	Prefabricated Buildings	342,694	-	145,871
152110	Vegetable Waxes (Other Than Triglycerides)	453,103	96,605	120,311
220890	Cordials, Liqueurs, Kirschwasser, Ratafia	7,108	94,905	100,435
170199	Cane/Beet Sug Chem Pure Sucrose Refind Nesoi	43	-	94,886
441510	Cases/Boxes/Crates/Simlr Packngs, Cable-Drum, Wood	-	-	91,203
151620	Veg Fats & Oils/Fractions Hydrogenated	74,605	65,131	87,420
220850	Gin And Geneva	-	-	81,147
210210	Yeasts, Active	-	-	65,820
441011	Particle Board, Of Wood	22,945	-	61,581
291570	Palmitic Acid, Stearic Acid, Their Salts And Estrs	156,240	18,701	51,358
220300	Beer Made From Malt	14,955	-	48,747
151219	Sunflower-Seed Or Safflower Oil, Refine, Fract Etc	-	-	46,358
220600	Fermented Beverages Nesoi (Cider, Perry, Mead Etc)	-	33,475	33,497
Various	Other Wood and Wooden Items	381,780	7,700	59,440
220840	Rum And Tafia	-	4,575	9,958
220421	Wine, Fr Grape Nesoi & Gr Must W Alc, Nov 2 Liters	-	-	6,597
220820	Grape Brandy	-	-	5,077

220190	Waters Not Sweetnd Or Flavored Nesoi; Ice And Snow	-	-	1,058
382319	Indust Monocarboxylic Fatty Acids, Nesoi Acid Oils	1,421,762	-	-
350520	Glues Based On Starches	-	44	-
291615	Oleic, Linoleic Or Linolenic Acids, Salts & Esters	9,175	29,547	-
290544	D-Glucitol (Sorbitol)	7,554	-	-
220860	Vodka	-	2,288	-
220429	Wine, Fr Grape Nesoi & Gr Must With Alc, Nesoi	2,478	-	-
220110	Water, Mineral & Aerated Natrl/Artfcl Nt Swtn/Flav	1,734	-	-
210610	Protein Concentrates & Textured Protein Substances	-	37,401	-
210410	Soups And Broths And Preparations Therefor	77,837	-	-
200210	Tomatoes Whole/Pieces Prep/Pres Ex Vinegar	14,739	-	-
180400	Cocoa Butter, Fat And Oil	80,886	-	-
180320	Cocoa Paste, Wholly Or Partly Defatted	-	162,723	-
170290	Sugar, Nesoi, Including Invert Sugar & Syrup	1,371	1,353	-

Source: India Customs

Table 5. India. Imports of Agricultural, Fishery, and Forestry Products into Goa (via Marmagao Sea) from the United States in Value

HTS	Description	United States Dollars		
		2013	2014	2015
All	Total	70,992	61,903	64,217
292320	Lecithins And Other Phosphoaminolipids	19,710	23,150	37,736
440929	Noncon Wd Exc Bamboo Cont Shpd Alng Edges Ends	-	-	26,481
441520	Pallets, And Other Load Boards & Collars, Of Wood	24,934	-	-
170199	Cane/Beet Sug Chem Pure Sucrose Refind Nesoi	43	-	-
170290	Sugar, Nesoi, Including Invert Sugar & Syrup	1,371	1,353	-
210610	Protein Concentrates & Textured Protein Substances	-	37,401	-

Source: India Customs

Table 6. India. Imports of Agricultural, Fishery, and Forestry Products into Goa (via Dabolim Airport) from the World in Value

HTS	Description	United States Dollars		
		2013	2014	2015
All	Total	56,909	118,699	80,482
350790	Enzymes And Prepared Enzymes, Nesoi	46,349	61,263	55,990
210210	Yeasts, Active	2,461	-	8,747
210690	Food Preparations Nesoi	-	22,139	6,105
220429	Wine, Fr Grape Nesoi & Gr Must With Alc, Nesoi	2,221	-	2,586
350400	Peptones, Other Proteins & Deriv Etc; Hide Powder	-	-	1,642
220300	Beer Made From Malt	-	1,357	1,296
220410	Sparkling Wine Of Fresh Grapes	-	1,340	1,192
220830	Whiskies	-	8,691	1,177
220421	Wine, Fr Grape Nesoi & Gr Must W Alc, Nov 2 Liters	-	1,363	759
220890	Cordials, Liqueurs, Kirschwasser, Ratafia, Etc.	-	1,108	528
220840	Rum And Tafia	-	125	429
442190	Articles Of Wood, Nesoi	368	-	31
All Others		5,510	21,313	-

Source: India Customs

Table 7. India. Imports of Agricultural, Fishery, and Forestry Products into Goa (via Dabolim Airport) from the United States in Value

HTS	Description	United States Dollars		
		2013	2014	2015
All	Total	2,773	18,076	-
210610	Protein Concentrates & Textured Protein Substances	-	18,076	-
442190	Articles Of Wood, Nesoi	4	-	-
040410	Whey & Modfd Whey Whet/Nt Cncntrtd Cntg Add Sweetn	2,769	-	-

Source: India Customs